

THE CITY OF CLAYTON

Economic Development Advisory Committee Meeting Center of Clayton April 14, 2008 5:00 p.m.

Minutes

Chairman Gary Krosch called the meeting to order and requested a roll call.

The following members were in attendance: Chairman Gary Krosch, Don Estell, Claire Halpern, Rick Hummell, Louis Copilevitz, Steve Singer, Mayor Linda Goldstein, Alderman Andrea Maddox-Dallas, Julia Muller, Jane Klamer, and Vic Frankel. Also in attendance were: Aldermen Garnholz, Acting City Manager Lenore Toser-Aldaz, Planning & Development Director Catherine Powers, Management Analyst Michael Lofton, and Mark Carlie. The following members were absent: Fran Jackson, Alderman Alex Berger III, Don Estell, Louis Copilevitz, and Ellen Gale.

Chairman Krosch asked for any questions or comments related to the January 14th meeting minutes, which were previously provided to the committee. There were none. The minutes were approved unanimously.

Parking Meters and Fines Presentation

Mr. Krosch requested that the Parking Meters and Fines presentation move to the first part of the agenda followed by the City Manager Report.

Mr. Schoedel provided background information of the City's research and efforts in evaluating the parking meters and fines. He stated that the Board of Aldermen, representatives of the Chamber of Commerce, and other entities have already been approached about possible changes related to parking.

Mr. Schoedel introduced Michael Lofton and Paul Wojciechowski to proceed with the presentation.

Mr. Lofton began with a summary of the staff's efforts in research and evaluation over the past six months and the outline of the presentation.

Mr. Schoedel explained that staff presented the Board of Aldermen with a recommendation, but that no decision has been made at this time. Engaging the EDAC is part of the communication process to receive additional feedback before any future decision making.

Mr. Wojciechowski presented information on the City's existing meters' rates, parking garage rates, how the City enforces parking, and a comparison of our meters and fines throughout the City to other municipalities nation-wide.

Mr. Wojciechowski continued to explain how the City will be using new parking meters in a few test areas that allow credit card usage.

Chief Byrne clarified the City's ticket situation over the last five years. He stated that there has been a decrease in the amount of parking tickets.

Ms. Halpern referenced what is being done in France to deter people from parking in handicapped spaces.

Mr. Hummell explained his concern about the timing of the possible rate increase and how it relates to the I-64 construction. He shared that he is concerned about the message the City will be giving by increasing the parking meter rates, which could result in deterring people from coming to shop because they have to pay more for parking.

Mr. Schoedel explained the need for retailers to have more turnover in the desirable spots in front of their businesses instead of people continually re-feeding the meters to keep their spot. Further, he stated that he did not think visitors to our retail shops would not be "financially" impacted by this increase.

Mr. Hummell suggested that a communication campaign will have to be thorough for this to be implemented.

Mr. Schoedel explained that another important goal of the City is to improve the walkability of our streets by enhancing pedestrian use through incorporating more streetscape initiatives. He indicated that there has been some eliminating of on-street parking and the City is starting to see that change in the Crescent area on the eastern part of the City. Creating more opportunities for people to park in parking structures instead of on-street parking—specifically for retail employees and office workers—will free up parking for visitors to our community.

Mr. Singer commented that an increase of our parking meter rates could be a challenge because there are other communities in the metropolitan area where parking is free for visitors to shop, eat, and attend to other business.

Mr. Carlie explained that another alternative is to lower the minimum time in the garages versus keeping it in larger increments.

Mr. Estell questioned the process the City uses regarding collections from the rental car companies if there vehicles fined.

Chief Byrne and Mr. Yucuis indicated that the City does collect from the rental car companies.

Ms. Halpern referenced tiered parking in New York City.

Mr. Lofton indicated that Alderman Maddox-Dallas shared with the staff a map of how Redwood, CA operates with tiered parking. He also noted that the City is still in the assessment process of receiving feedback from different groups, and is looking into proposing a tiered parking system.

Mr. Schoedel explained that the City does not enforce the parking meters after 4:30 during the weekdays and not at all on weekends.

Ms. Halpern also suggested some more parking signs should be placed throughout the CBD indicating garage sites' locations.

Mr. Schoedel indicated that constructing more signage would be another key element in a marketing campaign to show that the City has ample parking available.

Mr. Krosch explained that he doesn't think the City needs to be an apologist in regards to increasing the parking meters rates.

Update on Economic Development Activities

Carondelet Village Project- South of Forsyth Blvd, north of Carondelet Plaza, and east of The Crescent.

Mr. Schoedel shared a statement with the EDAC regarding planning goals written by the Board of Aldermen from 1974, and explained how that same statement could apply with the current times.

Mr. Schoedel described the City's actions since the last time the EDAC met. He explained that the City is now in the redevelopment agreement stage with the developer.

Ms. Powers explained that the City has yet to receive site plans on the Carondelet Village Project.

Mr. Krosch expressed his views about the EDAC being able to give a recommendation to the Board of Aldermen on this particular project, specifically, on the amount of the TIF.

Ms. Halpern explained that she believed the EDAC's role was to advise as recommended from the Board of Aldermen.

Mr. Hummell expressed his views on the EDAC's role and the charge that was given to the TIF Commission.

Mr. Frankel explained this decision could be crucial to what happens with future economic development projects.

Alderman Berger expressed his views explaining how the City has engaged the EDAC during the process of evaluating the Carondelet Village Project, and that the Board of Aldermen is adhering to its responsibility of completing the redevelopment agreement.

Mr. Singer indicated that the Board of Aldermen has made a decision regarding the approval of using TIF for the Carondelet Village Project, and it's time to move forward because there are other projects coming up that require everyone's attention.

Mr. Hummell stated he believed there was a proper amount of due diligence made by the TIF Commission and the City in order to make a recommendation to the Board of Aldermen.

Mr. Schoedel explained that the City had a plethora of consultants involved in this process as well as two who specifically provided financial analysis on whether the numbers made sense in terms of making the deal work.

Mayor Goldstein explained that the EDAC's role needs to be defined in terms of their advisory responsibilities especially as the City moves forward with future projects.

RJ York Development- Southwest corner of Maryland Ave. and Central Ave.

Mr. Schoedel explained the City and developer's efforts regarding the RJ York proposed development.

Mr. Schoedel further stated that the City has said to the developer that they would like to own the garage.

Orchard Development- East of the Ritz-Carlton.

Mr. Schoedel stated that Orchard is doing well on sales. He explained that their plans are expected to be modified to include a combination of apartments and condos, but that we have not received anything at this time. There is not expected to be an office component within the development.

Conrad Properties – North Meramec Ave.

Mr. Schoedel stated that conversations about a mixed-use residential and office project continue to occur.

Former Schnuck's Property- Northeast corner of Clayton Road and Hanley Road.

Mayor Goldstein asked the respected parties involved with the former Schnuck's property to reconvene after the Board of Aldermen finishes its efforts in reviewing all priorities.

Montgomery Bank- Southeast corner of Forsyth Blvd. and Central Ave.

Mr. Schoedel stated that to his knowledge, Montgomery Bank has closed on the World News building and that they are apparently in discussions with Saint Louis County talking about a possible partnership with County property. Nothing further has occurred directly with the City.

Mr. Krosch entertained a motion to adjourn. Mr. Estell moved to adjourn the meeting and Ms. Muller seconded the motion.

The meeting adjourned at 6:43 p.m.

Respectfully submitted by:

Michael Lofton, Management Analyst